

CHAPTER I

INTRODUCTION

1.1. Background of Study

As a human being, one cannot escape from determining a behavior. Every person's behavior is based on a reason which influenced by many factors beyond one's conscious control. Therefore, the reason for one's behavior is unconsciously influenced by the others through social perception. McCleery states that social perception is based on the identification and utilization of social cues to form judgments about the social roles, norms, relations, contexts, or characteristics of another person (McCleery, 2014: 54).

In order to form a social perception, someone has to identify social cues. Hence, the cause of social perception begins with the observant perceiving the people, circumstances, and practices to gather evidence that underpins an initial impression. This allows someone to develop their own understanding of others thoughts or intentions from observing their actions (Kassin, 2010:102).

The impact of others thoughts through a social perception can determine one's behavior. This is due to social perception that can activate social knowledge affecting someone's behavior. Therefore, the knowledge that is obtained through unintended channels, like incidental experiences, frequently shapes and controls one's behavior. This implies that humans might often be ignorant of some of the elements influencing one's behavior (Melissa, 2004: 38).

Social perception phenomena are also reflected in the video game entitled *L.A. Noire* conceptualized and written by Brendan McNamara. *L.A. Noire* is a realistic example of how social perceptions are infused in the narrative aspect of video games. *L.A. Noire* is the third-person suspenseful neo-noir action criminal mystery and drama thriller video game which is released by Rockstar Games. It was initially made available on May 17, 2011, for the PlayStation 3 and Xbox 360.

The game tells a story about Cole Phelps, the war hero during World War II and the patrol officer of LAPD that who would later become a detective in Los Angeles. Cole Phelps is depicted as someone who has a strong will, the reason of that is because of the social perception of him from his comrade soldiers who perceive him as a hypocrite who is hungry for glory. Therefore, this makes him want to make amends for his mistakes and makes him reluctant to share his experiences during World War II. Although his colleagues in the LAPD have the perception that he is a war hero and a good case man, Cole Phelps has always been unable to accept such praise from his colleagues. As the story progresses, Cole Phelps eventually faces a psychological conflict between his strong will and the people around him. This leads him to make one last redemption for his mistakes to do some sort of justice.

In the writer's opinion, the game is intriguing since it describes situations that reflect social perception. In this research thesis, the writer will analyze social perception phenomena which covers the social perception phenomena that is

portrayed in the game as well as the cause and the impact of social perception to the main character, Cole Phelps in *L.A Noire*.

1.2. Research Questions

1. What are the portrayals of social perception on the main character in *L.A Noire*?
2. What are the causes of social perception on the main character in *L.A Noire*?
3. What are the impacts of social perception on the main character in *L.A Noire*?

1.3. Objectives of the Study

- 1.3.1 To analyze the portrayals of social perception on the main character in *L.A Noire*.
- 1.3.2 To analyze the causes of social perception on the main character in *L.A Noire*.
- 1.3.3 To analyze the impacts of social perception on the main character in *L.A Noire*.

1.4. Scope of Study

This research thesis covers social perception on the main character, Cole Phelps in *L.A Noire*. The data source is restricted to dialogs and cutscenes of 22 allocated cases from five distinct crime desks in *L.A. Noire - Full Game Walkthrough in 4K* by GTA Series Video, because, in comparison to other gaming videos, this one has a complete storyline. The intrinsic and the extrinsic elements

of *L.A. Noire* are the subject of the analysis. The Intrinsic aspects include character and characterization, conflict, and setting. Meanwhile, the extrinsic aspects explain the portrayals, causes, and impacts of the social perceptions depicted in *L.A. Noire*.

1.5. Previous Studies

The writer discovers a number of earlier research with related objects, subjects, and analytical methodologies. The first previous study is a journal article *Don't Hate the Player, Hate the Game: The Racialization of Labor in World of Warcraft* (2009) by Nakamura. The article's focus is on the problem of the Chinese "worker" race in the massively multiplayer online role-playing game World of Warcraft. When "workers" are denied access to the game's avatar and are viewed as undesirable players in the World of Warcraft game, racism is implicit in the game's content. As a result, Chinese players who join the game as "workers" frequently experience racism from other players.

The second previous study is a journal article *Reading videogames as (authorless) literature* (2013) by Richard Berger. The journal presents results of research supported by the Arts and Humanities Research Council of England, which has been influenced by work in the domains of new literacy research, gaming studies, and the sociocultural framing of education. Within the analytical "lens" of English, *L. A. Noire* is viewed as a literary work. *L.A. Noire* is described as a digital adaptation of the novel and as a digital event without an author or auteur that is pre-designed but only "written" in narrative terms when read (played).

The third previous study is journal article entitled *Social Cognition During the Early Phase of Schizophrenia* (2014) by Amanda McCleery. The journal defines social perception and demonstrates how schizophrenia patients' social cognitive deficiencies can be identified early on in the course of the illness.

The fourth previous study is an article *Stereotypes in Video Games and How They Perpetuate Prejudice* (2015) by T. G. Deskins. According to this article, stereotypes in video games are a result of player or character behavior in those games. In social culture, stereotypes typically result in discriminatory actions and prejudice. In one of the most well-known video games, *Grand Theft Auto: San Andreas*, black Americans are portrayed as angry and violent, serving as an example of this stereotype.

The fifth previous study is a journal article entitled *Emotional expressions beyond facial muscle actions. A call for studying autonomic signals and their impact on social perception* (2015) by Mariska Esther Kret. The journal focuses on the perception of subtle implicit sources visible to observers while providing significant "verifiable" information.

The sixth previous study is an undergraduate thesis *Proses Persepsi Sosial di Media Sosial Instagram (Studi Kasus pada Mahasiswa IPS Uin Syarif Hidayatullah Jakarta)* (2018) by Istikomatulaeli. The thesis focuses on the discussion of the social perception of students on Instagram and aims to find out the process of forming students' social perceptions when using Instagram.

The seventh previous study is an undergraduate thesis *Persepsi Sosial Masyarakat terhadap Anak Berkebutuhan Khusus di Pekanbaru* (2019) by Maria Rosmawati. The Thesis discusses social perceptions of children with special conditions in Pekanbaru by involving 348 samples selected by random sampling technique.

The studies mentioned above are instances of research that have been done by utilizing the social perception theory. However, it can be demonstrated that there are some distinctions between this study and the ones mentioned above. The subject of the research, the data used in the research, and the theoretical framework employed set in this thesis apart from earlier works. Some studies only analyze the concept of social perception and some others analyze the process of social perception that give impacts on a person's behavior. None of the aforementioned studies focuses on analyzing a game specifically analyze *L.A. Noire*. Therefore, the writer is convinced that this research is distinct from other studies.

1.6. Organization of Study

CHAPTER I: INTRODUCTION

In this chapter, the writer discusses several points such as Background of The Study, Research Questions, Objectives of The Study, Previous Studies, Scope of the Study, and Organization of the Study.

CHAPTER II: THEORETICAL FRAMEWORK

This chapter contains a theoretical framework that is utilized to support the research.

CHAPTER III: RESULT AND DISCUSSION

This chapter focuses on the analysis of the portrayal, causes, and effects of social perceptions depicted in *L.A. Noire* using the suggested theories and implementation of the methodology.

CHAPTER IV: CONCLUSION

This chapter summarizes the research main points of the discussion to provide a clear explanation of this results of the research.

BIBLIOGRAPHY